

Online Certificate

March 2012



Setting the standard

www.rightmove.co.uk



Key information

Certificate type

Digital

Metric type

Web traffic

ABC headline

910,377 Daily average Unique Browsers

Period

1 March 2012 to 31 March 2012

Market sector

Buying & Selling - Property

Contact details

Rightmove Plc
Turnberry House
30 Caldecotte Lake Drive
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systems@rightmove.co.uk

Worldwide traffic

	Daily average	Monthly total
Unique Browsers	910,377	15,714,061
Page Impressions	26,934,906	834,982,093
Visits	1,254,895	38,901,736
Visit Duration (average secs)		937

Domains

www.rightmove.co.uk

This certificate is supported by the following organisations





Online Property: Certificate of Activity

For the period: 1 March 2012 - 31 March 2012



Property Name: www.rightmove.co.uk

Daily Qualifying Worldwide Traffic

www.rightmove.co.uk	Daily Average
Unique Browsers	910,377
Page Impressions	26,934,906
Visits	1,254,895

Included in the totals above:

Searches

Searches	5,485,894
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Online Property Details Page Impressions

Online Property Details Page Impressions	7,269,459
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Online Property Details - Showcase URLs

Online Property Details Showcase URLs	1,064,797
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Online Property Referrals

Online Property Referrals	18,166
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Monthly Qualifying Worldwide Traffic

www.rightmove.co.uk	Monthly Total
Unique Browsers	15,714,061
Page Impressions	834,982,093
Visits	38,901,736
Visit Duration (average secs)	937

Included in the totals above:

Searches

Searches	170,062,712
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Online Property Details Page Impressions

Online Property Details Page Impressions	225,353,243
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Online Property Details - Showcase URLs

Online Property Details Showcase URLs	33,008,697
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Online Property Referrals

Online Property Referrals	563,160
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Domains/URLs

This lists the domains and any specific URLs that represent 95% or more of the Page Impressions certified, listed in descending order. Where specific URLs are stated this indicates that the traffic included is limited to just these URLs (in addition to any domains listed).

www.rightmove.co.uk

www.rightmove.co.uk



Online Property: Certificate of Activity

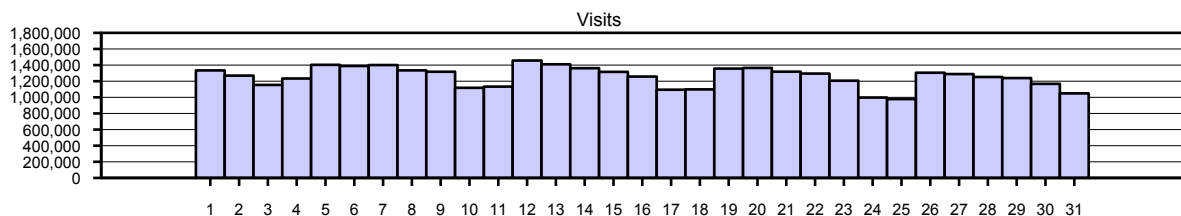
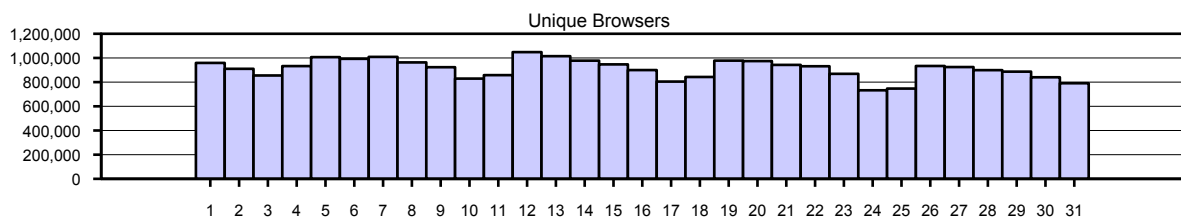
For the period: 1 March 2012 - 31 March 2012



Property Name: www.rightmove.co.uk

Daily Activity: www.rightmove.co.uk

Date	Unique Browsers	Page Impressions	Visits	Visit Duration (average secs)
01-Mar-12	958,903	28,139,407	1,334,205	908
02-Mar-12	910,044	26,915,177	1,269,496	948
03-Mar-12	855,018	25,982,198	1,154,154	1,015
04-Mar-12	932,608	29,348,926	1,233,632	1,071
05-Mar-12	1,006,827	29,614,968	1,403,150	938
06-Mar-12	992,938	29,313,943	1,388,996	934
07-Mar-12	1,008,684	29,889,402	1,400,640	941
08-Mar-12	963,183	28,951,673	1,334,473	922
09-Mar-12	923,362	27,783,568	1,317,544	952
10-Mar-12	829,155	24,714,581	1,118,101	988
11-Mar-12	857,835	25,523,770	1,132,917	1,013
12-Mar-12	1,048,290	31,009,753	1,456,425	942
13-Mar-12	1,014,727	29,489,405	1,409,945	934
14-Mar-12	977,618	29,058,344	1,361,626	923
15-Mar-12	946,720	28,409,924	1,315,892	919
16-Mar-12	899,786	26,716,301	1,257,604	925
17-Mar-12	804,486	24,695,685	1,094,731	1,022
18-Mar-12	842,615	26,679,373	1,098,519	1,019
19-Mar-12	977,879	28,737,842	1,356,639	917
20-Mar-12	974,109	29,449,184	1,364,745	912
21-Mar-12	942,685	27,028,119	1,318,311	885
22-Mar-12	931,265	26,249,577	1,294,920	882
23-Mar-12	868,640	24,888,605	1,206,567	879
24-Mar-12	732,564	21,777,647	997,246	986
25-Mar-12	746,685	21,466,971	978,527	965
26-Mar-12	933,497	26,901,507	1,305,198	887
27-Mar-12	924,630	27,187,541	1,288,925	877
28-Mar-12	899,069	26,082,083	1,252,549	868
29-Mar-12	886,796	25,316,693	1,239,241	886
30-Mar-12	840,327	23,853,400	1,167,425	901
31-Mar-12	790,736	23,806,526	1,049,393	980



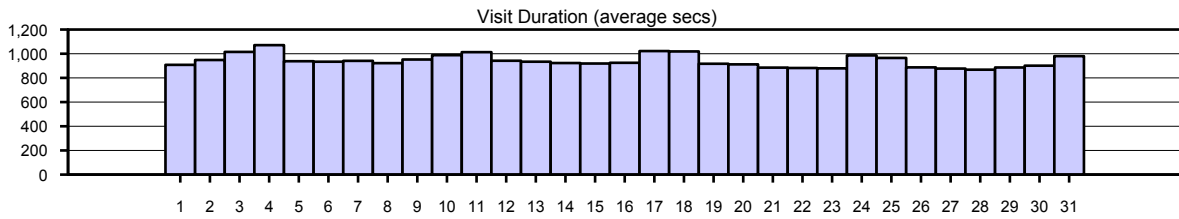


Online Property: Certificate of Activity

For the period: 1 March 2012 - 31 March 2012

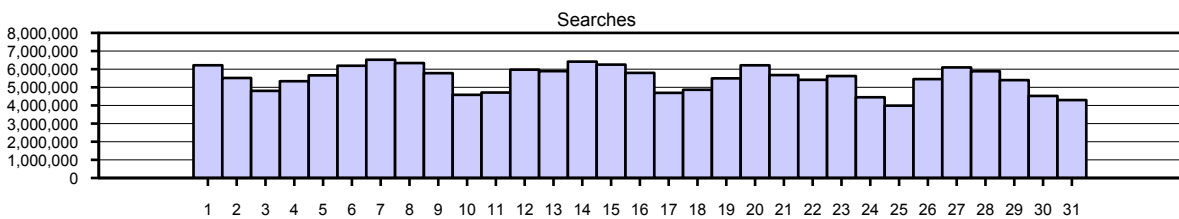


Property Name: www.rightmove.co.uk



Daily Activity Breakout: Searches

Date	Searches
01-Mar-12	6,215,955
02-Mar-12	5,515,427
03-Mar-12	4,804,823
04-Mar-12	5,336,830
05-Mar-12	5,660,355
06-Mar-12	6,189,704
07-Mar-12	6,520,976
08-Mar-12	6,338,533
09-Mar-12	5,781,263
10-Mar-12	4,585,985
11-Mar-12	4,712,299
12-Mar-12	5,971,842
13-Mar-12	5,891,178
14-Mar-12	6,415,817
15-Mar-12	6,252,034
16-Mar-12	5,795,466
17-Mar-12	4,694,093
18-Mar-12	4,864,437
19-Mar-12	5,493,902
20-Mar-12	6,215,399
21-Mar-12	5,675,050
22-Mar-12	5,412,954
23-Mar-12	5,622,589
24-Mar-12	4,451,141
25-Mar-12	3,990,556
26-Mar-12	5,452,839
27-Mar-12	6,097,298
28-Mar-12	5,885,394
29-Mar-12	5,396,666
30-Mar-12	4,524,513
31-Mar-12	4,297,394





Online Property: Certificate of Activity

For the period: 1 March 2012 - 31 March 2012



Property Name: www.rightmove.co.uk

Daily Activity Breakout: Online Property Details Page Impressions

Date	Online Property Details Page Impressions
01-Mar-12	7,419,266
02-Mar-12	7,192,532
03-Mar-12	7,478,025
04-Mar-12	8,633,521
05-Mar-12	7,911,432
06-Mar-12	7,766,475
07-Mar-12	7,901,214
08-Mar-12	7,592,965
09-Mar-12	7,318,090
10-Mar-12	7,088,514
11-Mar-12	7,511,642
12-Mar-12	8,422,648
13-Mar-12	7,991,697
14-Mar-12	7,594,818
15-Mar-12	7,240,712
16-Mar-12	6,996,898
17-Mar-12	6,946,838
18-Mar-12	7,364,497
19-Mar-12	7,639,385
20-Mar-12	7,633,085
21-Mar-12	7,049,972
22-Mar-12	7,010,352
23-Mar-12	6,467,628
24-Mar-12	6,208,110
25-Mar-12	6,352,796
26-Mar-12	7,153,203
27-Mar-12	7,006,431
28-Mar-12	6,692,457
29-Mar-12	6,502,039
30-Mar-12	6,335,684
31-Mar-12	6,930,317



Online Property: Certificate of Activity

For the period: 1 March 2012 - 31 March 2012



Property Name: www.rightmove.co.uk

Daily Activity Breakout: Online Property Details - Showcase URLs

Date	Online Property Details Showcase URLs	Online Property Referrals
01-Mar-12	1,065,985	
02-Mar-12	1,049,864	
03-Mar-12	1,139,043	
04-Mar-12	1,336,899	
05-Mar-12	1,149,037	
06-Mar-12	1,112,499	
07-Mar-12	1,129,436	
08-Mar-12	1,088,279	
09-Mar-12	1,075,861	
10-Mar-12	1,081,544	
11-Mar-12	1,159,143	
12-Mar-12	1,231,668	
13-Mar-12	1,144,628	
14-Mar-12	1,096,177	
15-Mar-12	1,045,962	
16-Mar-12	1,033,232	
17-Mar-12	1,071,272	
18-Mar-12	1,144,113	
19-Mar-12	1,126,786	
20-Mar-12	1,105,383	
21-Mar-12	1,007,726	
22-Mar-12	1,002,713	
23-Mar-12	932,676	
24-Mar-12	891,911	
25-Mar-12	947,337	
26-Mar-12	1,034,366	
27-Mar-12	986,644	
28-Mar-12	940,153	
29-Mar-12	913,140	
30-Mar-12	916,968	
31-Mar-12	1,048,252	



Online Property: Certificate of Activity

For the period: 1 March 2012 - 31 March 2012



Property Name: www.rightmove.co.uk

Daily Activity Breakout: Online Property Referrals

Date	
01-Mar-12	19,314
02-Mar-12	16,848
03-Mar-12	15,604
04-Mar-12	19,590
05-Mar-12	22,692
06-Mar-12	21,604
07-Mar-12	21,958
08-Mar-12	19,251
09-Mar-12	16,710
10-Mar-12	15,931
11-Mar-12	17,973
12-Mar-12	22,237
13-Mar-12	22,050
14-Mar-12	20,735
15-Mar-12	18,903
16-Mar-12	15,699
17-Mar-12	14,733
18-Mar-12	16,309
19-Mar-12	21,829
20-Mar-12	20,691
21-Mar-12	20,246
22-Mar-12	17,922
23-Mar-12	14,311
24-Mar-12	13,011
25-Mar-12	13,645
26-Mar-12	20,095
27-Mar-12	18,085
28-Mar-12	18,221
29-Mar-12	16,703
30-Mar-12	15,228
31-Mar-12	15,032

Counting System

This site used a third party to count the data supporting this certificate.

Audit Opinion by ABC

We have examined the activity records and other data required to certify compliance with the industry-agreed JICWEBS standards for the period covered by this Certificate of Activity. Our examinations were made in accordance with established procedures and included such tests and other audit procedures we considered necessary. In our opinion the activity shown in this certificate is fairly stated and the other data contained therein are fairly stated in all respects material to the activity.

While ABC has conducted checks to gain confidence in the authenticity and validity of the original traffic, we have expressly not audited for the presence of any App traffic not disclosed to us by the media owner, or for fraud or negligence.

This product is registered with ABC by Rightmove Plc.

Media Owner Statement

Rightmove.co.uk displays homes for sale and rent across the UK on behalf of its member advertisers which include estate agents, letting agents and property developers. Launched in February 2000, the company floated on the stock exchange in March 2006 and is now a member of the FTSE 200. Visitors to the site search for property based on their preferred location using a variety of filters such as price, property type and property size.



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About ABC

ABC is governed by the media industry, for the media industry and is the expert at setting data and process standards across multiple platforms. ABC provides a stamp of trust for media buyers, media owners, publishers and digital traders working in existing and emerging platforms.

The ABC Board consists of 16 media owners, media agencies, advertisers and trade body members – with 25 per cent of the Board representing the digital sector. The Board make strategic decisions as to how ABC is run and each industry sector is represented by a Reporting Standards Group.

ABC was established in the UK in 1931 and is a founder member of the International Federation of ABCs (IFABC). ABC's digital arm was established in 1996 and was united with ABC under one brand with a new identity and integrated structure in March 2011. ABC works with JICWEBS (Joint Industry Committee for Web Standards) to deliver common international standards for measuring digital reach, engagement and loyalty, as well as creating common standards for good practice throughout the industry.

For further information please visit www.abc.org.uk or contact us at: ABC, Saxon House, 211 High Street Berkhamsted, Hertfordshire, HP4 1AD, UK Tel: +44 (1442) 870 800 or info@abc.org.uk.

About this certificate

This certificate was issued on 4 September 2012. The data included is derived from a return of circulation prepared by the publisher: Rightmove Plc.

The Publisher has certified that the data has been reported in accordance with ABC reporting standards. If an audit or inspection reveals a material difference ABC will revise and re-issue the certificate together with an audit/inspection report detailing the changes. For details of audit or inspection reports issued or the reporting standards and procedures, please contact ABC.

ABC cannot accept responsibility for mistakes or omissions although every care is taken to ensure that the information is correct. This certificate is the **copyright** property of the Publisher and ABC.

This certificate expires on 30 June 2013 unless ABC has issued a new certificate before that date.

Glossary of Terms

UNIQUE BROWSER: *A unique and valid identifier. Sites may use (i) IP+User-Agent and/or (ii) Cookie.*

This metric does **not** measure a person. Instead, it is a measure of a device through which a person interacts with a website, in common with all measurement software. Counting of Unique Browsers may overstate or understate the real number of individual devices concerned due to factors such as dynamic IP address allocation, significant levels of uniformity in IP and browser configurations operating through a proxy, cookie blocking and cookie deletion. Other device identifiers may be allowed as Unique Browser identifiers when they can be proved in an auditable manner to be persistent and consistent across the domains being measured. Unless otherwise stated, the Unique Browser data refers to worldwide Unique Browsers.

DAILY UNIQUE BROWSERS: *This is the de-duplicated net number of Unique Browsers for the day. Unless otherwise stated the Unique Browser data refers to worldwide activity.*

DAILY AVERAGE (DERIVED): *This is the sum of each day's traffic divided by the total number of days. Unique Browsers are not de-duplicated between days.*

WEEKLY UNIQUE BROWSERS: *This is the de-duplicated net number of Unique Browsers for the week. Unless otherwise stated, the Unique Browser data refers to worldwide activity.*

WEEKLY AVERAGE (DERIVED): *This is the sum of each week's traffic divided by the total number of weeks. Unique Browsers are not de-duplicated between weeks.*

MONTHLY UNIQUE BROWSERS: *This is the de-duplicated net number of Unique Browsers for the month. Unless otherwise stated, the Unique Browser data refers to worldwide activity.*

MONTHLY AVERAGE (DERIVED): *This is the sum of each month's traffic divided by the total number of months. Unique Browsers are not de-duplicated between months.*

PAGE IMPRESSION: *A file, or combination of files, sent to a valid browser as a result of that browser's request being received by the server. Automated Page Impressions will be broken out if greater than 5% of the total.*

In effect, one request by a valid browser should result in one Page Impression being claimed. The counted Page Impression may not necessarily be in focus and all content may not be fully visible in the browser window. In most cases, a single request from a browser causes the server to send several files to satisfy the request. For example, the server may send an HTML file followed by several associated graphic images, audio files and other files such as stylesheets. A single request from a browser may also cause the server to send several additional HTML files to build a frameset. The site must ensure that all additional files are excluded when counting the claimed number of Page Impressions. Generally, subject to the guidance principles issued by the auditor, directly attributable user-initiated requests for content (typically mouse clicks) can be used to count Page Impressions, whether served in HTML, Ajax, Flash or other environments.

AUTOMATED PAGE IMPRESSION: *A Page Impression sent to a valid browser as a result of an automatic process.*

If a valid browser (i.e. a connection to the site from a valid browser) requests a page and subsequently the page is refreshed, or another content-bearing page is sent, at a time interval set by the site to that same browser, then both the original page request and all subsequent refreshed pages are deemed to be valid Page Impressions but the later are known as Automated Page Impressions. The fact that the subsequent pages result from an automated process does NOT make those pages invalid. The browser has, by default, made a valid request for all subsequent pages. Hence, the resulting Page Impressions are deemed to be valid and can therefore be claimed.

Automated Page Impressions are therefore valid logged records that represent pages normally requested automatically by the browser, without the need for human action - for example automated price/news/score updates, text tickers, slide-show sequences or automated tours. All Audit Certificates must carry a breakdown of the totals of Automated Page Impressions from the overall Page Impression total where such traffic forms 5% or more of the overall Page Impression count.

ONLINE PROPERTY DETAILS PAGE IMPRESSIONS: *A valid Page Impression that contains the particulars for a single property listing only.*



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For the period: 1 March 2012 - 31 March 2012

Property Name: www.rightmove.co.uk

ONLINE PROPERTY REFERRAL: *A Page Impression served after a valid user has requested property details from an estate agent.*

VISIT: *A series of one or more Page Impressions, served to a valid Unique Browser, which ends when that Unique Browser has not made a Page Impression for a 30-minute period.*

A Visit is effectively a near-continuous burst of activity by a valid Unique Browser. In addition to Page Impressions, the media owner can use other auditable logged events carrying valid Unique Browser identifiers to calculate this metric if desired.

VISIT DURATION: *The total time in seconds for all Visits of two or more Page Impressions, divided by the total number of Visits of two or more Page Impressions. Hence, the totals are averages.*

In order to measure Visit Duration, a first and last Page Impression record must exist for each Visit. Therefore, Visits of only one page are excluded, since no interval can be established. Note that, in addition to Page Impressions, the media owner can use User-Initiated Logged Events to calculate this metric if desired. This would enable Visit Duration to allow for the last page of every Visit (and so measure single-page Visits).

AV PLAY: *A file request by a valid browser for AV content.*

This can be measured in either of the following ways:

AV Play Event - A client-side play event representing the start of data processing made by a valid browser, which is not recorded concurrently with an event of the same type.

AV Request - A server-side indicator of a media file successfully served to a valid browser. (Success is defined as transfer of content, so where the bytes sent are greater than zero).

Automated AV Play - An AV Play started by a valid browser as a result of an automatic process.

REQUESTED DOWNLOAD: A request for a non-HTML file executable offline.

SEARCH: *The first Page Impression sent to a valid browser as a result of that browser's search request being received by the server.*

In effect, one search request by a valid browser should result in one Search being claimed. This requires that the site, and hence the audit, can identify the first Page Impression served in response to a search request from a valid browser and differentiate this first results page from any others. The Search total for a site is distinct from its Page Impression total – Searches are a subset of valid Page Impressions.

DOMAIN: *A name that represents one or more IP addresses (typically web servers) owned by the media owner or its agents.*

URL: *A string of characters identifying where a networked content resource is available and the mechanism for retrieving it.*

SYNDICATED CONTENT: *Content served by a third party into the certified site's Page Impressions, or content served by the certified site into a third party's Page Impressions. Syndicated content may or may not be included in certified traffic.*

INVALID TRAFFIC: *Traffic generated by site development activity, whether by the site or by third parties, and by automated search engines, indexers, robots, spiders etc.*

ABC excludes this internal and non-human traffic. The global ABC/IAB list of robots and spiders is available from the technical area on www.abc.org.uk.

USER-INITIATED LOGGED EVENT: Any logged event that can be attributed to a particular Unique Browser.

For a more comprehensive glossary of digital media terms please go to help on: www.abc.org.uk/jargon

Certificate issued by ABC, Saxon House, 211 High Street, Berkhamsted, Hertfordshire, UK +44 (1442) 870800